

# GUIDE TO GOOD GROOMING

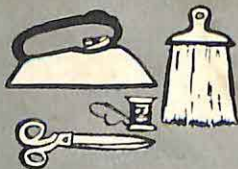
by Patricia Stevens

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## GUIDE TO

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# GOOD GROOMING

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## YOU—AND YOUR GOOD GROOMING

"WILL you go to the prom with me, Joanie?"

"Jim, can I count on you for the Sadie Hawkins Dance?"

What's behind those invitations? Why are Joan and Jim almost always popular with their friends and in demand? They're just average in looks and probably have smaller wardrobes than many in their class. When it comes to grooming, though, they're tops. They always look clean and neat and healthy. They are fine examples of what good grooming can do. At school, at home, at parties, on the job, they look smooth and confident and well-put-together.

In this book, you'll learn how to achieve a well-groomed look like Jim's and Joan's. You'll learn how to make good grooming work for you, too.

### What's the score?

While a daily bath is an important springboard for that well-groomed look, there's lots more to good grooming than the tub-and-scrub routine. From the sheen of your hair to the heels of your shoes, good grooming takes in the total you.

How well groomed are you? Girls who want to check their G.G.Q. (Good Grooming Quotient) can do so by answering the questions below. We'll get to the boys a bit later.

Yes or No

- 1. Do you take a daily bath or shower?
- 2. Do you use a deodorant or a deodorant soap regularly?
- 3. Do you brush your teeth at least twice daily?
- 4. Are your nails clean and well cared for?

- 5. Does your hair have the sheen of cleanliness and is it well combed?
- 6. Is your complexion clear, unblemished?
- 7. Would your lingerie pass inspection?
- 8. Are your heels straight, your shoes shined?
- 9. Have you good posture? Is your head held high? Are your shoulders straight? Is your stomach flat?
- 10. Do your clothes seem to go well together? Do you think over what you already have before you buy something new?
- 11. Are your legs fuzz-free?
- 12. Is your make-up natural looking?
- 13. Is your purse clean and tidy, inside and out?
- 14. When you wear nylon hose, are your seams straight?
- 15. Is there something especially nice about you that others remember?
- 16. Has someone paid you a compliment in the last month?

Your G.G.Q.: yes—, no—.

### Male call

But, gentlemen, please! Let's be fair to the fair sex and admit that girls aren't the only ones who have to think about grooming. A man has to look his neatest, cleanest, well-groomed best to get the girl, the job, the army promotion, the scholarship he wants.

To get your masculine G.G.Q., check *yes* or *no* to the following questions:

Yes or No

- 1. Do you take a daily bath or shower?
- 2. Do you use a deodorant soap or a deodorant?
- 3. Do you scrub your teeth faithfully at least twice daily?
- 4. Do you use a mouth rinse regularly?
- 5. Do you brush your hair every day, wash it frequently?
- 6. Do you use a dandruff-killing shampoo or lotion whenever dandruff starts to show up?





- \_\_\_ 7. Do you get haircuts when you need them?
  - \_\_\_ 8. Do you shave as often as necessary?
  - \_\_\_ 9. Are your hands well scrubbed, nails short and clean?
  - \_\_\_ 10. Are you wearing *today's* socks and underwear?
  - \_\_\_ 11. Are your socks without holes and pulled up neatly?
  - \_\_\_ 12. Are your heels straight and not run over?
  - \_\_\_ 13. Are your buttons all sewed on, frays or tears neatly mended?
  - \_\_\_ 14. Have your trousers been pressed recently?
  - \_\_\_ 15. Can you tie a neat four-in-hand? A snappy bow?
  - \_\_\_ 16. Has someone paid you a compliment in the last month?
- Your G.G.Q.: yes—, no—.

### Little things

Take a second look at both of the Good Grooming Quizzes. The questions concern *little* things, but it is these little things that add up to a well-groomed person. Good grooming doesn't depend on your bank account or on the physical assets you were born with. Good grooming depends upon little things that bring out the best in what you already have.

We've all known people who've just missed having that polished look. There's Betsy with the stunning new dress she never presses. Two seats in back of her sits Tom, who's six-foot one and broad-shouldered, although you'd never know it from the way he slouches. Betsy and Tom come close to being knockouts, but by not paying attention to details, they miss out on the charm that comes from being well groomed.

### You and your G.G.Q.

Do you feel you're not doing too well as far as grooming is concerned? We hope to show you how you can raise your G.G.Q. One or two of our suggestions may sound suspiciously like work. Whenever that happens, remember that the work pays off in fun. For good grooming means fun, means opening doors to friends and jobs and dates that will make your life happier.

In the girls' department, you will learn how to improve your figure, and posture. You'll learn about skin care, hair care, make-up, and wardrobes; and you'll get lots of tips about manicures, pedicures, dental care, and the other fine points that make you look well groomed. The feminine line forms on the left and checks in on the very next page to begin a short course on grooming.

You smart fellows who want the straight-from-the-shoulder information on clothes, skin care, a confident bearing, and other aspects of good *masculine* grooming report on page 33.

## FIGURE WORK

SUE'S letting out her skirts for the second time since last fall. Joyce, who can't seem to gain, envies her! Ann's brother teases her because, he says, she walks like a duck—yet she can't seem to do a thing about it.

You know, maybe only too well, that these girls aren't exceptions to the rule. Nearly everyone could stand improvement in one spot or another. For that reason, this chapter concentrates on figure work. We hope to show you girls:

- how to have the figure you want, and
- how to use your figure: how to stand and walk gracefully.

Our good-figure, good-posture story begins with the facts about food and figures.

### Figure and food fundamentals

Whether you want to lose weight, gain weight, or stay right where you are, you *must* have a speaking (and eating) acquaintance with the *basic* foods. Health, pep and energy, smooth complexions, the look and feel of vitality come straight from the foods you eat.

What are the basic foods? Here's a list of "must's" to be eaten every day:

One quart of milk

At least two fruits, one of them a citrus fruit

Several vegetables, one of them a green one

One serving of whole-grain cereal, also enriched bread

At least one egg

A serving of meat, fish, or poultry

Two or more pats of margarine or butter





**Bulges aren't very attractive.**

By seeing to it that your diet includes these basic foods every day, you can help yourself to that healthful glow which is basic to your attractiveness.

### **Battle of the bulges**

The basic foods are incorporated into any reducing diet. True, you'll probably substitute skimmed milk in place of homogenized. You'll also see that the meat serving is lean and that the vegetables aren't dunked in rich sauces.

Trimming down four or five pounds usually can be undertaken on your own. When it comes to major weight problems, however, you should never start dieting without consulting your doctor.

While the reducing tips given later will improve your measurements somewhat, there is no "magic" way to slim down. Reducing is a matter of eating less, of cutting down on calories. Technically, a calorie is the unit used to measure the amount of energy in food. When any of the calories in your food aren't spent as energy, that surplus is stored as f-a-t.

Calories have another trait: They sneak up on you in candy, salted peanuts, and other foods you love. We recommend that you keep track of *everything* you eat, in a small notebook. With an inexpensive calorie counter purchased in a bookstore, or with calorie charts that you'll find in many cookbooks, you can note the calorie value of each thing you've eaten, then figure your total day by day.

As for the number of calories you should eat when reducing, experts can't make a flat statement. Too much depends on the amount of exercise you get, your body build, your way of life. The best way to set up your reducing program is to ask a doctor or a professional dietitian to help you figure out the number of calories you'll need to stay alert and healthy while you reduce.

Once you've arrived at the number of calories you should eat in order to reduce, you'll discover that you can have plenty of the *right* foods and not feel hungry. If you know about the calories in different foods, you'll be able to choose those which are filling but not fattening



(lean meat, vegetables, skimmed milk, etc.). And you'll be able to avoid chocolate-malt-type snacks that really put on the pounds.

### **Poundage pointers**

In addition to counting your calories and concentrating on the basic foods, try these poundage pointers to make your reducing job easier and faster:

1. Avoid fried foods, starches, and sweets.
2. Use lemon juice or vinegar, instead of dressing, on salads.
3. Go easy on the salt.
4. Don't drink water with meals.
5. Eat slowly. Chew food thoroughly.
6. Make fruit juices and raw vegetables your between-meal snacks.
7. Eat regularly. Don't skip a meal. You'll only eat more at the next one.

### **Curves ahead**

But not everyone wants to reduce. You may be like Cathy, who's frantic to put on some weight.

The person who's only a few pounds underweight probably isn't eating the right foods or is overly active, hence burning up more food energy than is consumed. However, the overly thin type (the person who's ten or more pounds under normal weight) should see a doctor to see if thinness is being caused by something more serious.

For you who are only slightly under par, the best way to gain weight is simply to eat more. Here, again, don't forget your *basic* foods. Keep at those cereals and fruits—and put plenty of sugar and cream on them. Use lots of butter or margarine on your vegetables and on your bread. Thick cream soups and lots of whole milk will help bring up your weight, too.



If you're "thin as a rail," you may want to gain some weight.

Strangely enough, rich desserts and their caloric cousins by themselves aren't going to help you gain. They may even keep you from eating other body-building foods that will help bring your weight up to normal.

### **Weight lifters**

In addition to eating more of the basic foods with plenty of cream, butter, and sugar, remember these rules if you want to gain weight:

1. Get more sleep. This is very important.
2. Eat in a quiet place. Relax before starting your meal. Don't spend your mealtime worrying about exams or solving the world's problems.
3. Eat slowly. Chew food thoroughly.
4. Drink lots of water.
5. Get enough outdoor exercise to stimulate your appetite.
6. Whenever possible, rest after meals for ten minutes.
7. Have milk and graham crackers or some other simple snack before going to bed.

### **Telltale scales**

According to the scales, Sandra's just right. The scales say she's well within normal weight limits for her age and height. But those scales can tell tales! Let's face it: Sandra's waistline is thick. That thick-through-the-middle look detracts from her grooming and ruins her self-confidence. Yet the scales say Sandra's O.K.!

Scales tell you what you weigh—but they can't assess your build, and they've no way of knowing how the weight is distributed over your body. However, you and your friends know. If you're out-of-shape, exercise can help you.

### **Exercising**

If you exercise, your weight may not budge a pound, but through exercising, your size can change. You begin to have curves where you want them; conversely, the curves you didn't want begin to flatten out. Here's how to exercise yourself into the shape you want:

*For a small, firm waistline:* Stand with feet spread out, right arm up in the air. Holding left arm at side and without moving hips, bend to the left as far as you can. Reverse the position, holding left arm up and bending to the right.



Also try this exercise: Lie flat on your back with arms out straight. Bend knees and raise them to the chest. Straighten hips and legs and lift them up as high as you can from the hips. Return knees to chest and repeat.

*To improve your bust line:* Fold arms over chest yogi style. Bring arms out to shoulder level, clench fists, pull on chest muscles. Raise arms over head and push as far back as possible without moving the back.

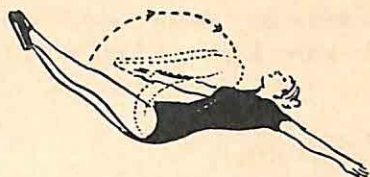
Another way to build up chest lines is to do a lot of swimming.

*For trimmer hips:* Lie on your tummy flat across your bed with legs dangling over the edge. Then, with lower back and hip muscles tight, move legs out straight, then up and down without moving hips. While still on the bed, reverse and lie on back. Do a high kick, first with one leg at a time, then with both legs at once. Go as high as possible without moving the trunk of your body.

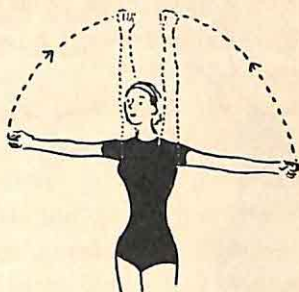
*For prettier legs:* Lie flat on your back. Without lifting your body or the other leg, lift one leg and, with your toe pointed, make as many circles as possible. Repeat with the other leg. While in the same position, loosen ankle muscles and shake foot in a circular motion, like a dust mop, keeping leg straight. Repeat with the other foot.

Riding that imaginary bicycle, while lying on your back, also improves the looks of your legs.

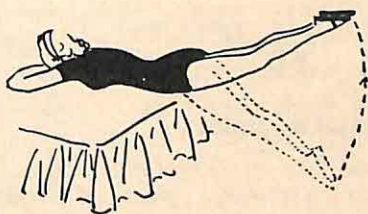
One last word to the wise: Gaining weight, losing weight, slimming your hips, making your legs more



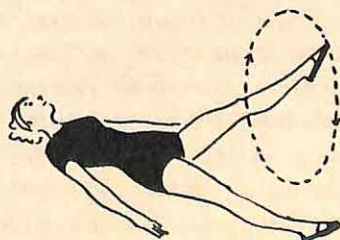
For improving your waistline.



An aid in improving bust lines.



An exercise for trimmer hips.



For prettier legs, try this.

shapely—these programs take *time*. But they're worth it. Your reward will be an improved figure.

## In bad standing

Figures don't lie—down! That is to say, your figure is usually seen when you're standing or walking. So that means that you need to stand and walk gracefully, no matter what kind of figure you have. You can begin right now to have the graceful, easy posture that's part and parcel of good grooming.



**Don't let your head get way ahead of you.**

In working for better posture, start with your head. Work down to the neck, shoulders, chest, tummy, hips, knees, feet, and try to acquire the feeling of body *balance* and *coordination*. When you focus on holding your head high (some people call it "thinking tall"), the rest of your body seems to fall into graceful, easy lines. So give your posture a head start by thinking in terms of balance and coordination, starting with your head held high and easily. You're on your way to good posture when you follow these directions, and you'll discover that standing tall really improves your appearance!

## Motion picture

You see a friend at a distance, too far away to recognize faces. But, from the walk, you know it's Jerry or Spike or Ginny. It stands to reason then, that your friends know *you* by your *walk*, too. Remembering this may move you to *do* something about the way you look while in motion.

To start improving your walk, stand against a wall. Think of yourself as being rolled against the surface from the feet up. Keep your shoulders loose. With your stomach held in and your hips down, walk around the room. As you walk, make sure there's little space between the calves of your legs. Point your toes out—very slightly. Keep your knees lightly bent so that your heel and toe hit the floor simultaneously.

Having trouble? Then try it with a book on your head. The method's old-fashioned, but it still works. When you balance something on your



head, you can't wiggle your shoulders back and forth, and you can't place your weight on your heels, which gives a bouncy effect.

Other pointers to remember when walking:

- Keep your steps a normal length, not too long or too short.
- Walk with a purpose: brisk, but calm; aimless ambling just isn't glamorous.
- Don't swing your arms strenuously.
- Step lightly.
- Keep arms and hands relaxed, with thumb and forefinger brushing thigh.

### The ups and downs of stairs

With a good posture and a graceful walk, managing stairs shouldn't prove hard. Going up the stairs, you'll look your best if you first approach the stairs *directly*, not "reaching out" for the first step. Keep your knees bent, tummy flat, back straight. Your head stays up, too, although you're entitled to an occasional downward look to gauge the distance between steps. Use your knees as a springboard—that's what they're there for! If you let your knees straighten out, you'll cut a bouncy, comical figure on the stairs. Balance your body on the balls of your feet so that your weight will be carried in the thighs.

Going down the stairs calls for the same technique. The most important thing to remember is to keep your knees flexed, and to let them do the raising and lowering of your body.

### Finally

That's our good-figure, good-posture story, except for the ending. Whether or not *your* good-figure, good-posture story has a happy ending is up to *you*. Working on your figure and your posture will help give the story of your personal appearance a happy ending.



Your appearance gets a boost from good posture.

## ABOUT FACE

HAVE you looked closely at your face recently? If so, were you satisfied with what you saw? If not, there is something you can do about it.

You may not be able to change your features or the shape of your face, but there's a lot you can do to make them look their best. In addition, almost anyone can make her face more attractive if she knows a bit about skin care and make-up and if she knows how to give the hair, which frames her face, the treatment which will show it off to best advantage. In this chapter, we'll learn more about these things.

### Are you a problem child?

Let's start by talking about complexion problems and skin care.

Some teen-age skin problems are caused by the fact that glands are making new adjustments to your being more grown up. There are two other causes, however: One is not following the beauty-building diet (see Chapter 2) and not getting enough sleep and exercise. The other reason is improper cleansing of the skin.

### Come clean!

Jane eats properly and gets enough sleep and exercise. Still, she has a "polka dot" complexion. The once-over-lightly she gives her skin simply doesn't deep-clean it.

If Jane wants her skin to be *really* clean, she'll need a hair band, cleansing cream, a complexion brush, mild face soap, baby oil, and lots of clean washcloths. First, she'll wash her face *every day* with soap, complexion brush, and washcloth. Oily faces must be washed several times daily. Secondly, Jane should cream her skin. Dry, flaky skins should



have two cream cleansings daily, with a heavy, fluffy cream, plus baby oil at night. Oily skins, on the other hand, require one cleansing a day with a light, quick-melting cream that doesn't add oil to the skin. Before buying, ask about the texture of the cream you're considering.

### **Creaming for dreamy complexions**

*How* you cream your skin is most important! Perhaps remembering that one of the skin's jobs is to eliminate waste will make you sure to keep the pores (tiny openings in the skin) open so that waste can "escape." The skin can't do its job if cream is left to clog these pores.

With that fact in mind, tie back your hair with a hair band or strip of material. Apply the cream with upward and outward strokes, starting at the base of the neck and working upward toward the chin line. On your face, smooth the cream up and out, toward your ears and temples, as shown in this picture, to prevent wrinkles. Pay particular attention to the oil "traps" on your face—the chin, nose, and middle of the forehead.

Work the cream in lightly until it melts. Don't massage it *too* much, however. You'll only work the dirt back into the pores. The cream will do the work of cleansing your skin if you let it stay on for a few minutes.

Remove the cream with a cleansing tissue, using the same motion you used in applying it. Then wash your face and neck with warm water and a mild soap, doing a double scrub on your chin, cheeks, and forehead. Rinse thoroughly with *cold* water. Start with lukewarm water if you like, but end up with a cold-water rinse, to contract pores. Your skin will be finer and more smoothly grained as a result. Once or twice a week use ice cubes in your final rinse.



**Apply face cream by smoothing it up and out as shown above.**

### **More words to the wise**

Jane's on her way to a dreamy complexion when she follows the above program. Another couple of hints will make her complexion re-

sults even more dramatic. For instance, she should always use clean washcloths, a fresh one every day. Complexion brushes, too, should be washed thoroughly after each use.



Another hint to the complexion-wise girl: Apply a thin coat of baby oil before going to bed. It's used on babies' skins—need we say more about its gentleness? It's rapidly absorbed and leaves no greasy film. Unusually dry skin benefits particularly from its use.

### Complexion complex?

You're taking proper care of your skin, and you still have a complexion complex? Do you have:

*Blackheads?* Cleanse your face as often as three times a day. Make sure your diet includes extra fruits and vegetables, plus lots of water. Never squeeze blackheads. You may break skin capillaries (tiny blood vessels). An astringent (such as witch hazel) will contract pores after cleansing and prevent future blackheads.

*Blemishes?* See above! Also, touching spots with calamine lotion may hasten their departure.

*Superfluous hair?* Dark fuzz lurking over your upper lip can be bleached with a mixture of five teaspoonsful of hydrogen peroxide to one of ammonia water.

*Acne?* If you have acne, see a skin specialist. Otherwise, it may "hang on" and leave permanent scars. A doctor can spot the source and clear up the ailment.

By taking advantage of the many advances in medicine, plus the fundamentals we've given here, you can have the "skin you love to touch."

To enhance your lovely new complexion, you'll want to know how to use make-up. For making up your face isn't putting on a slapdash dab of lipstick, at a dead run between classes. Here's how to let make-up bring out the best in you.

### Fresh!

Fresh! That adjective isn't always complimentary, but it's the nicest thing anyone can say about your face. Heavy-handed girls, so



powdered, rouged, and laden with mascara that you'd think they were made up for a TV performance, have sacrificed the charm that every teenager has—*freshness!* In fact, some teenagers find that they look their freshest and prettiest with no make-up save a judicious touch of lipstick. But other girls can be improved by a limited use of make-up.



### **First—base**

Any make-up job starts with the base you use. Apply a few drops of light foundation lotion *sparingly*. Make sure you spread it over your ears and down onto your neck. If your skin is dry, an oily foundation is best. If your skin is oily, a *light* cake-type base will keep your nose from shining for a longer period of time.

**Too much make-up destroys your big asset, teen-age freshness.**

Reserve heavy pancake make-up for special occasions. Don't be like the girl who began using heavy pancake regularly, only to discover that it clogged pores. That meant bumps and blemishes for her since her skin couldn't "breathe." When you do wear pancake, pick a shade that's warmer than your skin. Pancake looks darker off than on so try it before you buy it. And do remove pancake *thoroughly* after those big nights.

### **Don't rub it in!**

After your base, your powder, naturally. Please *puff* it on, don't *rub it in!* Brush off telltale powder around the hairline and eyebrows. Try to find a powder shade that matches your skin as nearly as possible. Too dark a powder will make you look yellow and unhealthy. Too light will give you a chalky look.

### **Brushes are for lips, too!**

Maybe you did finger painting when you were in kindergarten, but almost every other kind of paint job is done with a brush. Lips are no exception! Hold the brush as you would a drawing pencil. Then steady your elbow on a flat surface. Begin at the left corner of your upper lip. Move across the upper center to the right corner. Follow the same pro-

cedure on your lower lip. Open your mouth as if you were at the dentist's. Then fill in the outline. To make the lipstick stay on longer, dust your lips lightly with powder, and blot with a tissue.

### **But naturally**

You can carry natural charm a step further by sticking to a natural lip line. Give nature a subtle assist if you want, but stick as closely as possible to your own lip line. If, for instance, your mouth is too large, make it look smaller by centering the color, then shading it off well within the outlines of your lips. If your mouth is too small, use a bright shade of lipstick applied over the entire surface of your lips. But no distorted lip lines, please!

### **Seeing is not believing**

If you're going to wear rouge, bear in mind how important it is to look fresh and natural. With rouge, seeing is not believing. If you can see the rouge, you know it isn't natural color. While most teen-agers have enough natural color in their skins to make the use of rouge unnecessary, some girls with skins that tend to be sallow will want to add a tiny touch of cream rouge. Blend it *smoothly* onto your cheeks.

### **Do the eyes have it?**

Your eyes must look fresh and natural, too. The faintest whisk of Vaseline on your upper lashes may lend a bit of drama now and then. But the biggest producer of sparkling eyes is good health. Now and then you may want to refresh your eyes with an eyewash. Or if you've studied hard the night before and your eyes are pink, moisten cotton with cold witch hazel, put the saturated pads over your closed eyes, and lie down for a short time.

Shape eyebrows a bit if they tend to be shaggy. However, fine lines in place of honest-to-goodness eyebrows went out with the model T. If your eyebrows are colorless and indistinct, you may want to trace them lightly with a natural-colored pencil. Don't be a beetle-brow, though, with heavily penciled make-up above the eyes.

### **Smile, please**

A smile is a big item in making any face attractive, and white, well-cared-for teeth add a lot to any smile. Remember to use that toothbrush and to see your dentist regularly.



A beautiful smile makes the plainest face attractive. A smile costs nothing, but it's your biggest beauty asset. Make your smile a warm and attractive one.

## Keys to prettier locks

You've gotten the picture as far as your face is concerned. Now, how about the frame? The best frame for your face is healthy, well-cared-for, attractively styled hair.

With the simplest care, you can have hair that shines like satin.

First of all, remember that your hair, like your skin, reflects your general health. After your bout with the flu, didn't your hair look dead? The first key to prettier looks is to take care of your health and to eat properly and get enough sleep and exercise.

The second key is to have the proper utensils for hair care. Have a hairbrush with long, firm bristles and a *good comb*—one with medium-length teeth, set fairly far apart.

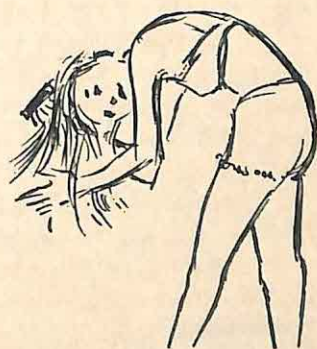
For glamorous, lustrous hair, you *must* use your brush daily. Brushing keeps the hair clean longer. It also stimulates the scalp and spreads natural oils. This prevents the hair from being oily near the scalp and dry on the ends. Brushing gives the hair sheen, brings out highlights, and improves hair texture, too.

Any rumors you may have heard to the contrary, brushing will not harm a permanent. In fact, brushing freshly-done hair will give it body. The wave will seem more natural.

Massage your scalp before your start brushing. Always use the pads of your fingertips so you won't dig into your scalp with your nails.

After your scalp is massaged all over, you're ready to brush. Begin at the hair-line and brush up and out. Don't punish your scalp, but don't brush too gently, either.

Next, bend over and hang your head down. Brush with smooth, even strokes. Make sure you're brushing through to the scalp, and not just "dabbing" at your hair. Continue for several minutes.



**Brush hair for several minutes with head down.**

## Shampoo

Sally brushes her hair every day. She shampoos it frequently, too. Yet not all the glamour in her hair appears because she doesn't get it

*thoroughly* clean. If you have similar trouble, you may want to review these facts about shampooing:

*When?* Once a week is the answer for most people. Washing it oftener isn't harmful, but it usually isn't necessary. If you have dandruff, wash your hair more often than usual. Use an antiseptic type shampoo and scalp lotion. If this doesn't help, see a doctor.

*Who shampoos your hair?* You're as good a candidate for that job as anyone! Hairdressers are excellent, of course, but you can learn to give yourself a glamour shampoo.

*How?* Use a liquid or cream soap or shampoo (cake soap leaves a dulling film.) Shampoo in the shower, the tub, or the bathroom wash basin—any place where plenty of water is available.

With shampoo, towel, and wet washcloth within reach, bend over and comb all your hair down over your face. Then get down to the shampoo itself. Use very warm water. Use enough soap or shampoo to work up a foamy lather. And don't be a sissy about massaging your scalp!

Rinse your hair in warm water. Repeat lathering and rubbing. Rinse again. Continue lathering, rubbing, and rinsing until your hair "squeaks" when squeezed between your fingers. Rinse once more for good measure.

Squeeze off excess moisture. Take the wet washcloth and wipe your face and neck. While your hair is still down in front, dry it with a towel. If you can, dry it in the sun. Above all, *blot*, don't rub your hair.

With this kind of shampoo, your hair is almost tangle-free and it's easy to handle. Comb through it *gently*. Brush it well. Moistening the brush slightly will keep the hair from flying. If you will try this shampoo method just once, we'll bet dollars to doughnuts you'll never do it any other way!



## Permanents

Thinking of a new permanent? Get the best one you can afford. Even if you have to scrimp on other things, having a really good permanent is a fine investment in good grooming. Be sure to ask the operator to give you a test curl to determine the amount of heat or strength of solution required for your particular type of hair.



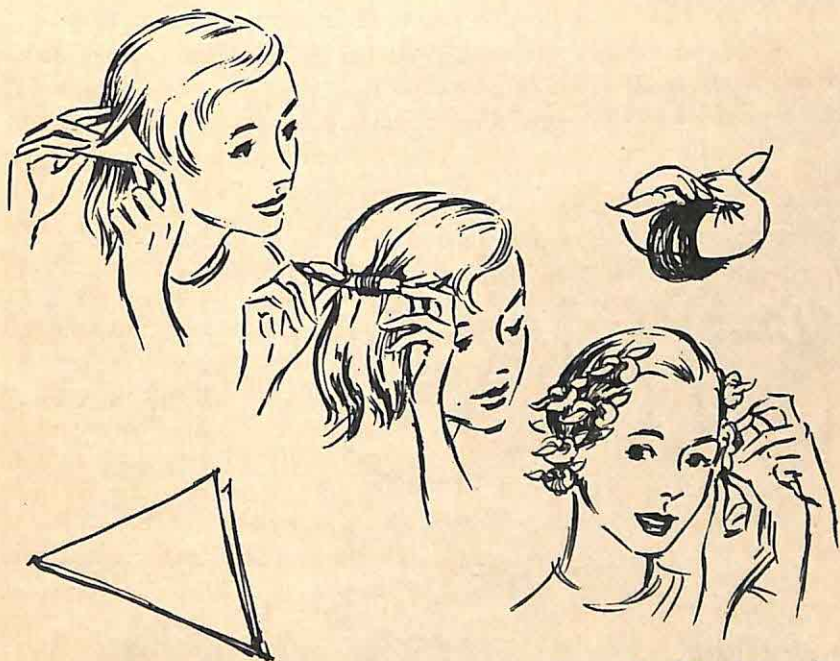
Maybe, however, you've become a wonder at giving yourself permanents. Home permanents are easier on the budget, and they can be just as satisfactory as a beauty-shop permanent *if* you follow the manufacturer's instructions to the letter. Experiments are for the chemistry lab, not for your hair! Study the directions carefully, and do exactly as they say.

### Model methods

Your favorite cover girl is likely to keep her hair glistening by:

1. always brushing hair with the head down. Scalp and hair are kept healthy by the circulation of blood to the head.

2. never going to bed with hair "up" in metal pins or curlers. Metal cuts hair, causes split ends. Instead, fold a square of toilet tissue into a triangle. Lay the pointed part under the hair, close to the scalp. Roll the



paper up so the hair is in a soft curl and tie the other ends of the triangular paper together to hold the curl in place.

3. adding a touch of cologne to the final rinse when washing.

4. using a spoonful of pomade or hair cream just after a permanent or at other times when hair is overly curly. Use it following your shampoo while hair is wet.

Following such model methods and the hair-care plan we've outlined will leave your hair soft, shining, and manageable. When you've reached that enviable stage, you're set for an official hair styling.

### The unique you

Your hair style should fit you—the unique *you*. Just because a hair style looks divine on your best friend doesn't mean it'll look as wonderful on you.

Your hair style should be keyed to your general appearance. A tall, thin girl looks even more tall and thin if she wears a too-short, flat, hair style.

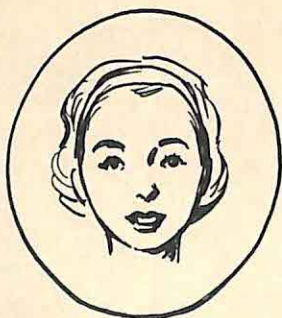
Above all else, however, the well-groomed gal makes her hair style fit the shape of her face.

### Size up yourself!

In spite of the fact that no one else has exactly the same face shape as you have, you'll still find that your face fits one of the six general face types shown. Size yourself up! With a band tied around your head



OVAL



ROUND



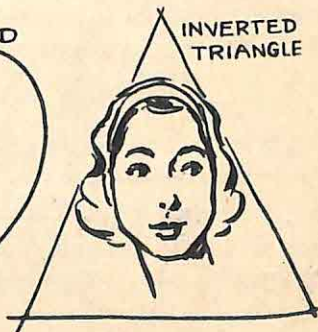
LONG



SQUARE



HEART-SHAPED



INVERTED  
TRIANGLE



and a towel across the front of your shoulders, discover which shape your face is.

### The style with your name on it

Your face is one of those types—are we correct? This being so, there's a hair style with your name on it. You'll find it here.

*Oval faces* are perfect. They look well with a large variety of hair styles. Casual or sophisticated, long or short—almost any style, so long as it's simple and flatters your features—will look fine with an oval-shaped face.

*Round faces* are cute faces. However, avoid the "moon-faced" look. A part on one side is good because it modifies the roundness a little. Turn under the ends of your hair below your ear tips to give length to your face.

*Long faces* look fine if you know the right hair style. Fluff the sides of your hair to add width to your face. Bangs are good, too. They cut the length of the face and soften facial contours.

*Square faces* have character but need loose, soft hair-do's to cushion sharp facial lines. A side part's becoming. Bangs cut straight across usually aren't. Keep the hair above the ears wider than at the jaw line.

*Heart-shaped or triangular faces* have a pert charm. Hair should be worn fairly long. Hair fullness should begin at the jaw line to balance the lower part of the face with the broader upper part.

*Inverted triangle faces* are interesting faces that need a sleek, simple style, worn long to soften the jaw line. Pulling the upper hair away from the face on the top and sides will make the upper face look broader and in balance with the lower contours.

### About time

It's about time, isn't it, to get started on the about-face facts we've outlined here. Now you know how to have satiny well-styled hair, more beautiful skin, and how to wear make-up, all you have to do is apply your knowledge.



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S.C.E.R.T. West Bengal

Date

## FINE POINTS

SOME girls know none of the tricks about the fine points of grooming. Their hands, for instance, are often rough. Their nails always need a manicure. Their eyes are lovely, but are hidden behind "specs" that are unflattering.

Such details are small but *important*. In this chapter we'll cover some areas where a touch of good grooming can be a stroke of genius! So read on for facts about glasses, hands, nails, legs, teeth, and breath.

### Glasses can be glamorous

What's that? You're too proud to wear glasses? Hasn't anyone told you that modern "specs" are glamour gimmicks? Today's frames come in a variety of colors and shapes, in combinations to flatter *your* face.

In Chapter 3, you found your face shape. With your facial contours in mind, let our pointers help you pick flattering glasses.

- A round face looks more oval when glasses have up-slanting harlequin frames.
- Heavy, straight-top frames cut the length of long faces.
- Heart-shaped faces look better in straight-top frames; harlequin shapes point up the width of the brow.
- All shapes of faces look better in glasses that are proportionate to the size of your face. If your face is small, for instance, wear frames that are small. Otherwise you'll look owl-eyed.

### An eye for color

Use your eye for color when you're selecting the color of your frames. With Julie's pale blonde skin, she should wear glasses of delicate



color—pale blue, pink, or green. Marian's brunette coloring lends itself to brilliant reds and even black. She's wise, however, in her decision to put off getting glasses in these colors until she can afford a second pair for special occasions. A less decisive color like brown is easier to live with, day in and day out. Pauline, with the rosy undertones in her skin, wisely avoids pink or red frames. She sticks with soft brown, amber, or butter-scotch.

### Don't be a clutterbug

When you've selected the frames and the color of your glasses, remember to avoid the "cluttered" look. If you wear glasses, keep your hair sleek and flat around your face (a medium feather-cut is ideal). Wear simple, off-the-face hats, and jewelry that's neat and not splashy.

Your "specs" *can* be a glamour-credit to you if you choose them wisely.



When you wear glasses, try to avoid the "cluttered" look.

### Hands down

Your hands are another small, but important detail. As your own jury, what's your verdict on *your* hands? Are they rough? Unmanicured? If you plead guilty, try this hand-beauty routine:

First, remember to rinse your hands with cold water after washing. This will stimulate extra circulation. Always dry hands thoroughly. Damp hands soon become rough, red hands. Then use lotion. Experiment till you find the lotion or cream that does the best job for your hands. Wear rubber gloves when washing dishes. Now and then use hand cream at night. If you have an old pair of mittens to wear to bed when you've heavily creamed your hands, so much the better.

### Manicure allure

The soft, white hands you'll have by following the suggestions above will look even more feminine when set off by a manicure. Use rosy polish for school, deeper red for dates.

In manicuring your nails, first remove all old polish. File nails with an emery board. It's a much less deadly weapon than a metal file. Regard-

less of the length at which you wear your nails—and we *hope* you don't go in for those long, long claws—file them from the sides toward the center, in an almond shape. Massage oil or cream around the cuticle with the pads of your fingers. When the cuticle is broken, hangnails result.

Soak your nails in soapy water for a few minutes. Clean them with an orangewood stick which has a bit of cotton on the end. If your nails still don't look white and clean, saturate the cotton with peroxide and try again. Rinse your hands thoroughly and dry them.

Next comes the lacquer or nail polish. You'll make a bigger hit with your mother if you lacquer your nails on a table covered with a towel. Place your left hand flat on the table, palm down. Spread the fingers. Start at the base of the nail and fill in the moon. Brush up to the tip.

Don't overload your brush with polish, and *do* give the polish time to dry. Waving your hands in the air or blowing on your nails to hurry the drying process hardens a thin film on the surface but leaves the enamel underneath wet. That leads to chipping.

When polish begins to look bad, remove it and repaint your nails. Give yourself a complete manicure weekly.

### Feet first

Some girls concentrate on manicures and overlook pedicures on the theory that no one ever sees their toenails. Your morale, however, gets a lift from a pedicure—and you look a lot better on the beach.

When “doing your nails,” go feet first! Pedicures should precede manicures, since you wouldn't want to wreck a manicure by working on your feet. A pedicure is done in much the same way as a manicure. You'll shape toenails a bit differently, however. With an emery board, make them slightly oval, a shade longer than the tip of the toe. Then stroke the tip of the nails downward with the emery board, to prevent roughness that snags stockings. Follow



You may want to add a pedicure to your good grooming routine.



through in the same way as for a manicure. Rolling up pieces of tissue to separate your toes makes the job easier.

## Leg lore

Your legs, like your nails, your hands, and your "specs," are always in the spotlight. Here's the latest in leg lore:

1. If you don't wear stockings or anklets, do wear leg make-up, unless your legs are evenly tanned.
  2. Legs *must* be fuzz-free. If you've been shaving them, continue. Regardless of the method you use to remove hair, be sure to do it often.
  3. Use a cream or lotion before going to bed to keep legs smooth.
  4. Cover scars or bruises with foundation cream.
- Lovely legs, you'll find, tell everyone you're a well-groomed girl.

## Say aaaah!

Be honest with yourself. How's your breath? We needn't point out the importance of this delicate question. Sadly enough, you don't know yourself if your breath is offensive. So take *every* precaution against bad breath.

1. Brush your teeth at least twice daily. Brush your tongue at the same time.
2. Use dental floss.
3. Use an antiseptic mouthwash. The ones on the market are fine, and so is good old salt water.

Further, you can learn what causes bad breath, then steer clear of at least some of the causes. Doctors and dentists tell us that most bad breath is caused by improperly chewed food, or by volatile food (onions, for instance). They also know that indigestion is the cause of some bad breath. Irritated gums can cause bad breath, too, as can teeth that are in need of attention. Colds are also breath-offenders.

If you always keep your breath sweet, people are much more likely to enjoy being around you.

## High, wide, and handsome

Manicures, pedicures, pleasing breath, well-cared-for legs, and well-chosen glasses—put these fine points together, and they can make your Good Grooming Quotient ride high, wide, and handsome. Double check yourself on every detail we've mentioned in this chapter. No one else can do it for you. This is *your* good-grooming show.

## WORKING WARDROBES

AS mistress of your own wardrobe, what kind of clothes do you have? Are you a girl with a working wardrobe—clothes that become her, that look right everywhere?

### **Budget balancing**

Unless you're planning to strike oil, you can't afford to dress by whim. A wardrobe *plan* makes your clothing budget balance. Helter-skelter buying is extravagant, since your clothes won't go together, nor will they go the places you want them to. You won't feel happy with them, and you won't get the wear you should out of them. Planning your wardrobe keeps those budget-busting "white elephants" out of your closet.

### **Know yourself**

You begin your wardrobe plan by *knowing yourself*. Be realistic about your height, weight, and over-all proportions. Don't talk yourself into thinking you're a junior-miss ruffy type if you're a size 16. Appraise your coloring, too. You may long to be a fragile blonde with baby-blue eyes. But if you aren't, don't dress as if you were.

### **It's your life**

Another thing you will want to do in planning a working wardrobe is to take a fresh look at the life you lead. Every community has a different set of rules about how a girl should dress. In some towns, life is more "social" than in others. Girls living in such places will need more "dress-up" clothing. But in other cities, social life centers around



bowling, coke dates, skating. If you live in that kind of place, concentrate on casual clothes. It's *your* life—dress for it.

## Be calendar conscious

You won't be caught with deadwood in your closet if you're calendar conscious. Thinking ahead to next year, and even the year following, will help you select a working wardrobe. Faddy clothes date fast. By contrast, smart basic clothes stay in style, year in and year out. Plain black pumps, for instance, are always in good taste. So is a black calf bag. Basic suit and coat styles seldom go out-of-date. Before buying them, give these basic clothes the once-over for good workmanship, sturdy materials, and fast colors, so that they'll last through the long wear you're planning to give them.

## Wardrobe checklist

Many well-groomed Misses try to include the following in their basic wardrobes. However, they may vary the list here and there depending on family finances and the lives they lead.



1. A tailored suit in a neutral color.
2. A simple untrimmed coat. (A boxy or flared style looks smart over skirts and sweaters, suits and dresses.)
3. A "dressy" dress, probably in a dark color. Avoid anything with too-fancy sleeves or neckline. You may want to change either of these features at some future date to give your dress a "new look."
4. Several sweaters—a long-sleeved cardigan in a neutral color and one or two short-sleeved sweaters that can be worn under suits and "dressed up."
5. Several skirts—a dark dressy one, perhaps, plus one that's plaid or pleated, both in classic styles.
6. Several blouses—a dressy one, a tailored one, a sporty one.
7. Several cotton dresses for summer.
8. A "Sunday" hat.

9. Sport shoes for school. Plain high-heeled pumps for dress.
10. Ankle socks. Two pairs of nylon stockings.
11. A pair or two of shorts and a pair of blue jeans.
12. Several slips and a half-slip. Several bras. A good supply of panties, two girdles.
13. An assortment of "little things"—bright hair bows, warm gloves, scarves, costume jewelry. These needn't be expensive. Use your ingenuity to rig up attractive extras.

If you check out on most of the items above, you have a working wardrobe that will take you from January 1 to December 31.

Nancy's wardrobe includes most of these clothes. She mixes and reshuffles them with terrific results. She also up-dates old clothes by changing sleeve lengths or buttons. Last year she salvaged an ancient suit by lining it with a material the same shade as her new topcoat. And she revived a four-year-old dress by making a new belt of a contrasting color for it. On her tall, slender figure, the effect was wonderful.

## Accessories

The spice for basic wardrobes is supplied by accessories. Well-constructed shoes, handbags, and belts are testimony to your careful grooming. Really good accessories may cost more at the outset, but in the long run, they'll be cheaper because they'll last longer and you'll be so much better satisfied with their appearance.

So far as shoes are concerned, they present an extra challenge. They should not only be the best you can afford; they must also be the best possible fit.

### If the shoe fits

To revise an old saying, if the shoe fits, buy it! If it doesn't, keep looking. Girls in the know don't buy shoes thinking that they may stretch. And above all, don't fall for that notion about small shoes making your feet look smaller. The reverse happens. In too-small shoes, feet look "crowded." Even worse, too-small shoes shut off circulation, and that makes ankles thicker. Enough said?



**The spice for basic wardrobes is supplied by accessories.**



Then let's return to the general subject of wardrobe to see if you're "color-blind."

## Color-blind?

"Who, me?" you ask. But maybe you *are* blind to the colors that look best on you.

First of all, your wardrobe is planned around a core color—a basic color that ties in with all the other colors you may use as accents in scarves, blouses, sweaters, and other small items. Navy, brown, and gray are flattering basic colors for teens. Decide which one looks best with your coloring. Then use it as the central color in your wardrobe. You'll probably want to make it the color of your coat, your suit, and maybe your best dress. Sticking with a basic neutral in this way will make all of your clothes go together.

Now you're ready to select other colors you can use to add dash to your basic ones. There are a number of things you'll want to take into account when choosing these. The first is your own coloring. Are you:

*dark-haired, with dark eyes and a darkish skin?* Then your best colors are soft, warm tones. Pastels look good on you. Warm-toned neutrals are better than black for you.

*red-haired, with green or hazel eyes?* You'll be a vision in black, white, and pastels. Soft shades of green are especially becoming. And delicate pinks can look stunning.

*blonde, with a light complexion and blue eyes?* You're the gal for black or white. Blacks and whites don't "drown" you out—they enhance the beauty of your hair, the whiteness of your skin. And of course, you look wonderful in pastels.

*brunette, with medium eye coloring?* Vivid, dark shades were invented for you. Almost all other colors look wonderful on you, too. Try to find the ones that bring out hidden highlights in your hair and the warmth of your skin tones.

*olive-skinned?* Then don't wear brown! Reds, navies, and grays-with-character are your best bet.

## Figure-ing colors

When you're figuring out colors for your wardrobe, you have to "figure" on your figure. The shade of your hair, skin, and eyes may call for certain colors, but your figure may dictate that you modify that choice. That is, if you're overweight, you'll stick with dark, slimming colors. Bright colors and white are fine for accents, but not for a whole dress or suit. Thin girls will want to wear bright colors or white. Black

makes you look thinner. "Shorties" will avoid brisk color contrasts (wearing red and blue together is an example) because they make a girl look even shorter. Tall girls, on the other hand, use color contrasts to "subtract" from their height.

### **His choice for you**

In choosing wardrobe colors, another thing to keep in mind is what your favorite date likes to see you in. Ask almost any boy what color he likes best, and he'll say blue. You can find a shade of blue that's right for you. Navy, for instance, is smart on almost anyone. Baby blue is fragile and dainty. Royal blue has lots of oomph. He'll like you in other colors, too, however. There's cheerful yellow, exciting red, restful green; and nothing looks fresher than a clean white.

It may sound like a juggling feat to choose colors that jibe with your coloring, your figure, and what *he* likes; but the juggling's fun, and it's terrific for your good grooming quotient. While you're juggling colors, start juggling styles. Which fashions are best in your case? Which clothes cuts and fabrics do the most for you?

### **Fashion step by step**

Fashion isn't so baffling when taken step by step. Consider these details, add them together, and you'll come out with a style that's right for you:

1. *Necklines*: Never choose a neckline that has the same contour as your face. If your face is round, choose a square or "V" neckline. If your neck is short or thick, don't wear stand-up collars or turtlenecks. If your neck is long or thin, don't wear a collarless dress or "V" neckline.

2. *Sleeves*: The shorter or heavier you are, the simpler you should keep the style of your sleeves. Because your arms hang at your sides, long sleeves have a habit of calling attention to your hips. If you don't want attention focused there, keep long sleeves of minimum interest value. By the same token, short, full sleeves call attention to your upper midriff. Use them, or don't use them, accordingly. Lastly, a special word for gals with long arms—three-quarter-length sleeves make your arms look even ganglier.

3. *Jacket lines*: The shorter you are, the shorter your jacket should be. Short jackets make you look taller because they give the effect of a higher waistline and a long leg line. A tall girl may wear long jackets to cut her height.





**If thin, avoid bulky fabrics.**

4. *Fit*: If you're too thin or too heavy, have clothes fit loosely. The thin girl whose clothes cling tightly to her, looks even thinner. The too-heavy girl "poured" into her clothes looks heavier. Well-proportioned girls will want to wear clothes that fit well, but not too snugly.

5. *Fabrics*: Short or plumpish girls will be wise to leave bulky fabrics to the tall, moderately slim type, and to specialize in fine, closely woven fabrics. A girl who's extremely tall and thin does well to avoid bulky fabrics, too. They can hang like a tent around her.

6. *Figure faults*: Let clothes conceal problem areas in your figure. If you're *thick around the waist*, wear button-down-the-front styles with fullness above, not below, the waist. Avoid tight or conspicuous belts. Flared skirts are flattering if you have *too much tummy*. Keep color interest above the waist. If your stomach is obvious, stay away from clinging fabrics. And if you're *heavy around the lower hips*, it's wise to avoid pleated, plaid, or tight skirts. *Round shoulders* are camouflaged by bolero jackets, or starched collars jutting outward. *Flat-chested* girls look best in gathered or pleated bodices and empire (unusually high) waistlines. Built-up shoulders are becoming to them, too.

With these fashion facts at your command, you're going to choose a working wardrobe. But a wardrobe, however perfect for you, is only as good as the care it receives.

## **Take care!**

What about that wonderful dress you have, the one that's missing a button? And your new skirt with part of its hem out? Are you guilty of such poor-grooming habits?

A stitch in time *does* save nine. Keep a sewing box handy and *keep up* with your mending.

Another way to stay well groomed is to get rid of the skeletons in your closet. A closet bulging with old things you never wear is a closet in which your smart new clothes haven't enough room to hang wrinkle-free, with air circulating about them to keep them fresh. Weed out your closet. Then *organize* it. Keep your shoes in a shoe bag and your hats in a hatbox. Tuck a sachet here and there to keep your clothes dainty.

Do the same thing with your bureau drawers. You'd be amazed at how having everything neat and clean in drawers and closets affects your morale. Save empty perfume bottles and tuck them in your bureau drawers. If you do, the things you store there will smell sweet.

### **Stay sweet as you are!**

Do keep your undies sparkling clean! With all the new tubbable materials, any gal can be fresh from head to toe. In addition to having extra, clean bras, panties, and slips, always have a clean girdle and clean stockings on hand.

### **Fabric know-how**

Be sure to check the manufacturer's instructions on how the new fabrics should be washed. Nylon, for instance, should be washed by hand in warm sudsy water and then rinsed.

Wool sweaters should be washed gently by hand in mild suds. Never hang them. Shape them, and dry them flat, on a towel, away from heat. They'll be less likely to shrink or stretch if you follow this procedure. Unlike woolens, nylon and orlon sweaters don't shrink, but they, too, should be shaped and dried flat. You can get excess water out of sweaters by pressing them gently between towels. *Never* wring them. Incidentally, a sweater blocker is a wonderful investment.

Wool dresses, coats, and suits should be dry-cleaned periodically. If you're lucky enough to have a steam iron, use it. Otherwise, press woolens on the wrong side under a slightly damp pressing cloth. Careful brushing of seams and the use of underarm dress shields cut down on cleaning bills.

Knitted dresses and sweaters should never be hung up between wearings. Keep them in a drawer, folded. Old pillow cases make good sweater bags.

Silks and rayons should be hand-washed, and ironed with a warm iron while damp.

Leather handbags and shoes should be protected by frequent applications of a neutral cream. They'll look lovelier and last longer.

### **Time out!**

And now, having covered how to have a wardrobe and how to care for it, you may want to come up for air. You've earned a breather! So it's time out now, until Chapter 8, when we'll be seeing you—and your personality.



## MEMO TO MEN

GOOD grooming just for girls? That's no more true than the mistaken idea that letter men and low I.Q.'s go together. There is no reason to believe that just because you're the manly sex, a neat, well-scrubbed, frequently-tubbed look doesn't make you more appealing to sit next to in class or to date every Friday night. And good grooming will help, too, when you're trying to get or hold that important job.

Businessmen will tell you that the way a product is packaged can put it over on the market. If you want to put yourself over at school, in your social life, and on the job, you're going to want to make yourself a well-groomed package. Most of our suggestions cost little in terms of time or money, but they'll produce results that will really pay off.

### **Taking care of yourself**

No matter how close your shave, how sharp your crew cut, you're not going to look well groomed unless you look *healthy*. It's general health that makes your skin glow, your eyes alert, your hair alive-looking. Guys with sallow skins, bloodshot eyes, and half-dead hair have got three strikes on them to start with. Elsewhere in school you've had plenty of expert information on how to maintain your health, so we'll need only a brief review here.

### **Diet is important**

For the look and feel of health, for trouble-free skin, for the energy you need in games, at school, on the job, your daily diet should include at least those foods listed at the top of the next page.

One quart of milk

Two or more fruits, one of them a citrus fruit

Several vegetables, one of them a green one

A serving of whole-grained cereal, enriched bread

One or more eggs

A serving of meat, fish, poultry or a meat substitute

Two or more pats of margarine or butter

## Exercise and sleep

Most teen-age boys get their quota of exercise in handball, football, baseball, tennis, and other sports. But if studies or work are keeping you from giving those muscles a workout, make an extra point of getting out in the air and sun and exercising as often as you can.



And, of course, you can't get by without sleep. Eight hours of sleep a night is minimum for most of us if we want to stay alert and healthy-looking.

## Physiques

Phil, sad to say, is considerably overweight. Gals just don't go for the pudgy type, as Phil has found out whenever he tries to line up a date. A fellow can lose weight and not starve himself. A few switches here and there (from homogenized milk to skimmed, for instance), and he can bring his weight under control—if he sticks to the basic foods, and skips those hot dogs and french fries between meals. See page 6 (Chapter 2) for fuller details.

Tom's problem is the opposite. He's the tall, thin, telephone-pole type. The basic foods are the ones for Tom, too. He'll put extra margarine on his vegetables and cream on his cereal. Believe it or not, candy and Cokes between meals won't help Tom. They'll simply put the skids on his appetite for the next meal, depriving him of the body-building basic foods he needs.

## Attention

West Point and Annapolis stress the importance of standing tall, with shoulders straight and chest at natural expansion. Such an assured



posture gives you self-confidence, creates respect in others. Every teen-age boy can master this posture with a little practice. If such a stance doesn't come naturally at first, try standing tall against a wall, and pretending that there's a plumb line dropped from your head to your toes.

### **Put your best face forward**

A lot of high school boys go through adolescent skin difficulties. Some of those are due to glandular changes which are part of growing up. These are difficult to avoid, but will probably move on rapidly. A lot of skin difficulties, though, are due to improper cleansing, clogged pores, too many sweets and fats, not enough exercise and sleep.

Many skin eruptions are caused by skin oils and dirt clogged in the pores (tiny openings in the skin). Being teen-age frequently brings with it extra skin oil secretions, which is why you have to be more careful now than you used to be to keep your skin really clean.

A soft brush, plenty of clean washcloths, and a mild green anti-septic or castile soap will start you off. Be sure to pay special attention to cleansing the sides of the nose, the chin, and other places where skin troubles lurk.

Using a soft, clean cloth and warm water, wash thoroughly and gently. Unless your skin is sensitive or irritated, a soft brush will help in doing a thorough cleansing job. Now rinse thoroughly with warm, clean water, making sure all soap is removed. Finish off with a good splashing in ice cold water. This will close the pores and keep them small so that dirt does not enter them and cause blemishes.

### **Sore spots**

If you have any sore or irritated spots, use a little witch hazel after washing. Apply it gently with a piece of cotton. This will help dry the blemishes up. And remember, keep your hands away from your face. Rubbing blemishes and scratching sore spots only spread infection and make it more difficult for your face to clear up.

### **To shave or not to shave —**

A definite part of putting your best face forward is a shave. Some fellows don't shave often enough because their beards aren't heavy. But remember, straggling whiskers can be just as unattractive as a heavy, unshaven beard. There are so many shaving helps on the market today, shaving can be easy.

Experiment till you find the shaving soap or cream that is best for you, and try the masculine, fresh-smelling after-shave lotions. A new sharp blade adds immeasurably to a good clean shave. Ask Dad for hints if you have less than a perfect shave.

## Your hair

How's your hair? Do you look like a peeled onion—or an old-fashioned violin virtuoso? Or do you look smooth? Find a barber who will shape your haircut to your head and visit him regularly. Crew cuts are fine if your head doesn't look shaved.



Many musicians may wear long hair, but is it best for you?

A shampoo once a week should be on everyone's schedule. Dousing your hair under the shower isn't the answer. You must use shampoo to remove the dirt. A shower is a good place to wash your hair, *providing* you rub and scrub it. Use the pads of your fingers for rubbing so that you won't scratch your scalp.

Some boys use lotion after a shampoo. Lotions and tonics are fine if applied sparingly. But *never* let your hair get that patent-leather look!

If you have a dandruff problem, use antiseptic shampoos. Some of the hair tonics also contain anti-dandruff ingredients. If dandruff hangs on, see a doctor. A snowfall of dandruff isn't becoming to anyone, male or female.

## Your smile

People won't care if you're handsome or homely, if your smile's a winner. Are your teeth white and clean? In good repair? Do you brush them at least twice daily? And, by the way, do you own two toothbrushes, so that one's always firm and crisp? Make the answer to all of these questions "yes." And see your dentist twice a year. Keeping at your teeth will help make your smile one of your best-groomed points.

A guy has to watch his breath, too. Use a freshening mouth rinse



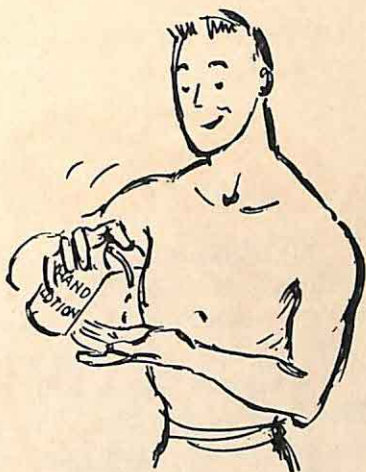
every day and before dates. It's a good idea to carry breath-odor-killing gum or tablets. You just can't be too careful in this department.

## Hands up!

You may be a wonder at car greasing but your hands don't have to show it.

Rub your fingernails over a bar of soap *before* you start kneading the axle grease and you'll find your nails clean a lot easier. Keep a good hand brush and mild soap handy and have a good hand-soaking and scrubbing session regularly.

When your hands are red and rough it isn't sissy to follow washing with hand lotion; it's just good sense. Remember, hands are meant for holding, too, as well as for catching footballs and grinding valves.



## The "unmentionable"

**It isn't sissy to use lotion to keep hands from chapping.**

Somewhere the idea got started that only girls had to worry about perspiration odors. But actually, *he-*men can't bury their heads in the sand and ignore the problem. They *par-*ticularly need to give it thought. Boys exercise more and perspire more freely. To make matters worse, their clothing is heavier and less porous, and so odors cling.

*Your best friends won't tell you*, the ads say, and how true they are. Unhappily, you seldom know yourself. But if you follow the tips below you'll have little to worry about.

A daily bath or shower will help a lot in combating body odors. New deodorant soaps will keep you fresh and clean-smelling longer. Do keep a jar of deodorant cream or liquid right with your shaving gear and use it every day.

## And now

Now that you're all shipshape, you can go on to the next chapter in order to become a really smooth dresser.

## MORE MAN TALK

DO clothes make the man? No! But a man can make his clothes advertise him as a fellow who is really on the ball. In this chapter, we want to show you how it's done—how to dress right for school, for dates, for work—and how to care for your clothes.

You'll want to dress pretty much the way other guys do. Your cousin Fred's leopard shirt may be the last word in the town where he lives, but if nobody wears leopard shirts in your community, you'll feel silly in one. Cousin Fred, on the other hand, can't understand why your gang wears white buck shoes, even in the dead of winter. You may not know why either, but you'll feel and look better groomed if you go along with that custom. The high-school man of distinction never looks conspicuous.

To dress in accordance with the customs of your community, you'll need to study what the other well-dressed fellows are wearing. Start noticing right now.

### **Consider your life!**

When you've studied the others, start studying the life you lead. If you work in an office after school and usually have "dress-up" dates, then suits may be a mainstay in your wardrobe. If weiner roasts and roller skating are more in your line, then you'll choose slacks, sweaters, and sport jackets.

### **School days**

Since you spend a big part of your time in school, school clothes may easily be the most important part of your wardrobe.

Shirts and sweaters, slacks and sport coats are the general rule. Slacks can be flannel, gabardine, or corduroy. Solid colors, checks, or stripes



are fine. You should have more than one pair so that one pair is always well pressed and in repair. Owning more than one pair of slacks can hardly be called an extravagance, since alternating will make all your slacks last longer. When buying, look for rugged fabrics that don't sag or wrinkle easily, and skip colors that invite dirt.

Sport or dress shirts worn open at the neck are order-of-the-day in most schools. If ties are worn at your school, wear one. If yours is a "suit" school, try to buy a tweed or worsted plus an extra jacket and odd slacks. Mix and match these basic clothes to give yourself a number of changes.

## How to rate on a date

You don't spend as much time on dates as you do in school but of course you want to look right for your girl. If bowling or a school game is in the offing, casual clothes—a tweed jacket and slacks—are good looking and comfortable. If you're going to the movies or a party, a suit with a white shirt and tie fills the bill. You'll find your date will appreciate your telling her of any plans you may have. A girl can get pretty disgruntled when she's bothered to put on her best dress, only to have you show up in jeans and a sweat shirt.



Get together on what to wear before date time comes around.

## Men at work

Work clothing is an important clothing category and is hard to pin down. The clothes you wear depend on the type of job you have. If you're sweating blood in a stock room, for instance, blue jeans and a clean T-shirt may be just the ticket. A boy working at a filling station or in a drugstore sometimes wears a uniform provided for him. Another may clerk Saturdays in a department store. Suits probably will be his usual working garb. A boy in doubt about the type of clothes to wear does well to discuss his problems with his boss or his fellow workers.

No matter where you plan to wear them, you'll want to choose clothes that look best on you. In choosing the clothes that will make you look

your best, you'll want to consider your build and your complexion. Build comes first.

## **Body build**

Take a good impartial look at yourself. Then, remembering that it costs no more to buy clothes that bring out your good points, try these ideas on yourself:

*Tall and thin?* Try a drape-type suit coat, built out at the shoulders (not too much) and with a nipped waist. A plaid or checked coat and dark trousers will saw inches off your height and will make you look heavier. A tweed suit will make you look heavier, too, although it won't cut your height. Avoid stripes and thin suiting materials. Stay away from dark blues and browns. Warm gray, chocolate brown, and mixed colors add pounds to your looks.

*Short and thin?* Always wear coat and trousers of the same color or tone. A stripe or herringbone will make you look taller. Heavy suitings give you a more impressive stature. Padded jackets—but not extreme “snow” jobs—will fill in hollows. Trousers should have slight fullness in the form of small pleats (no zoot pleats, please) at the waist.

*Tall and heavy?* Dark suits in smooth materials make you look less bulky. A natural shoulder line and an easy fit at the waist are good, too. Avoid checks, plaids, and fuzzy materials. Make sure your trousers fit well. If they're baggy or too tight they'll make you look more round.

*Short and heavy?* An up-and-down pattern in a conservative, neutral color will add inches to your height. Your shoulder lines should not be heavily padded and the waistline should be loose. Always wear single-breasted coats.

## **And how about colors?**

Every fellow, whether his physique is perfect or not, has to think about colors. Any style of clothes looks good on Dave. He's not so lucky with every color, however. With his very dark hair and deep olive skin, Dave wisely avoids dark browns, greens, and maroons. You'll usually find him in an oxford gray or a deep shade of blue—and looking terrific.

Roger has other problems to consider. He has light brown hair and light skin, so he selects darker colors—rich browns, navies, and strong grays—to provide color contrast.

Red-haired Bill shies away from reds though he looks well in rust. In a real red he might look like a stop light! His hair and light skin look



terrific, however, with the grays, blues, greens, and dark browns you usually see him in.

Warren's blond hair and skin plus his light blue eyes present a different kind of problem. If he wore anything too light in color, he'd look washed-out. Instead, he lets his clothes provide character and contrast by always picking slacks, jackets, and ties in navy blues, decided browns, deep grays.

Warren, Bill, Roger, and Dave are all well-groomed high school boys. They choose clothes on the basis of their coloring, their build, their way of life, and the customs of their communities. They also follow certain other tips when it comes to dressing.

### **More tips**

The first of these is that quality is more important than quantity. You'll find two good broadcloth shirts are a wiser investment than six sleazy ones. Quality clothes pay off because they last longer. You'll find many brand names to rely on. Their labels give accurate information about fabric content and fading and shrinking possibilities.

Your clothes should fit. The man who wears a jacket with sleeves too short or too long, or trousers with cuffs dragging on the floor or up around the ankle, will look like a scarecrow. If the suit that catches your eye doesn't fit, don't buy it. You'll find another you like as well as that one. In the matter of fit, also be sure that new clothes have let-out or let-down possibilities. There's the chance you'll grow some more.

Some clothes get dated rapidly. Others will be good for years to come. We can look ahead and predict that certain clothes now in the height of style will continue to be so for some years. A white oxford-cloth shirt with button-down collar is top style, for instance, and probably will continue to be. Argyle socks and plain ribbed wool socks are excellent, too. V-neck sweaters in gray, beige, or pale blue always look right. Cashmeres are wonderful, and so are shetlands. The great new synthetic "wools" are fine, too. Saddle shoes seem to go on and on like a radio serial. Diagonally-striped ties are always in style. Most men in-the-know prefer to tie their tie—whether a four-in-hand or a bow—with a small, inconspicuous knot. Study the well-dressed men in your community for more tips on good dressing.

### **What's in your closet?**

What's in your closet—besides the clothes you wear? We hope the answer is nothing. Your fishing rod, your outgrown jacket—these things

don't belong there. Be your own efficiency expert. Clean *out* and clean *up* your closet so that clothes can "breathe" and hang wrinkle-free. Hanging clothes on the backs of chairs ups your cleaning bills, lowers your Good Grooming Quotient. Keep clothes on pants hangers and shaped coat hangers in your closet, stowing shirts and socks in tidy drawers. These practices give both your self-respect and grooming a big boost! Now and then straighten up your clothes closet and bureau drawers. On an occasional sunny Saturday, give your clothes an outdoor airing.

### **Be your own valet**

As well as being a closet efficiency expert, you'll want to be your own valet. Put your shoes on shoe trees every night. Check the clothes you've worn during the day for tears, snags, and missing buttons. If your mother's a busy woman (most mothers are), you can learn to do minor mending—without sacrificing an iota of your masculinity. What's more, if you enter the service, you'll *have* to do it. Also look over what you've worn to see if anything needs pressing. You'd be surprised at how many boys have learned to run a steam iron over a pair of slacks or to press them under a damp cloth. Brush your clothes, with a special one-two for seams and cuffs. Give your shoes an inspection. If they need a shine, use polish and a bit of elbow grease. Checking daily on your clothes means that you're never caught with *everything* in a mess. Many times when you check you'll find everything in shipshape order. Other times you may encounter a five-minute mending or shoe-polishing job. Being your own valet really isn't a tough assignment.

### **Next**

Now you have all this information on how to look your best, how about some on how to be your best? Are you satisfied with your personality? If not, chapter VIII will help you look at yourself and make improvements.



## UNDERNEATH THE GROOMING

CHANCES are you've had the experience of looking at a member of the other sex whom you didn't really know and saying, "Gee, how smooth. I'd sure like to date him (or her)." And then when you did get that date it was a pretty big letdown. The person in question just didn't have an appealing personality to match his looks.

There's not much point to improving your exterior in the ways we've suggested if you ignore your personality. A store trims its window to attract you to the merchandise. Good grooming is the window trimming you use so that others will find you attractive, want to get to know you better, and become your friend. But while working at your window trimming, it's wise to concentrate, too, on really having the goods in stock—on really having the kind of personality it takes to be a good friend.

The first step in that direction is to be yourself.

### **You, too, can be—**

—the life of the party? No, not at all. That's just it! You don't need to be the life of the party to be the kind of person who'll be a good friend. Actually, all you need to do is to be *you*. Beth, for instance, is just naturally the quiet type. Being with Beth is a pleasure. She's as quiet, steady, and pleasant to be near as a country brook. And does she have friends? You know she has. Beth is herself, and that's all you have to be. Maybe, like Marge or Andy, you're naturally the life of the party. If so, fine, but don't try to be the l.o.p., if it's *not* you.

It doesn't pay either, to try to be an exact duplicate of the captain of the football team or of a movie star or cover girl or of your oldest brother George who made straight A's. There's a limit of one personality to a customer—and you already have yours.

Charm results from being yourself—not someone else. Trying to be someone else is like trying to wear shoes that don't belong to you. It's apt to be uncomfortable. If you're uncomfortable, people aren't going to enjoy you very much. Besides they're likely to sense you're not really being genuine. And it's awfully hard to make friends with a person when you've never seen what he's really like.

You, too, can be—yes, you, too, can be yourself. Other people will be delighted to make your acquaintance.

### **Are you well rounded?**

Of course, being yourself doesn't mean you can't work like mad to improve yourself. You may want to ask yourself, for instance, whether or not you're a three-D person.

Are you well rounded? Have you a great variety of interests and hobbies? If not, you may want to do something about it. For if you have many interests, you'll be more interesting both to yourself and to others.

Keep up with books, magazines, and newspapers. Mix informative TV programs with those in a lighter vein. If you can't dance, learn how! Practice till you can do a fair job in at least one or two sports. Get your schoolwork in a shape acceptable to both you and your teachers. Try listening to Chopin's Etudes and hot jazz. Go out for the Drama Club. So what if you can't act? Maybe you'd make a swell stagehand!

### **Are you shy?**

Then, too, there may be a few rough edges on that personality of yours that are snagging and ruining your chances for friendship.



Are you shy and afraid of people? Unless yours is a really serious case (and chances are, it isn't), you can do something about it.

Find out why you're shy. Is it because you feel you're no good at making conversation? Do you feel tall and gangly and awkward?

Is your family so poor you don't have enough money to do what the rest of the gang does? What's the reason?



Find out why you feel shy and then do something about it. If it's a matter of conversation, you'll probably want to check again to make sure you have the broad interests that give you something to talk about. It will help you, too, to know that good listeners are among the most appreciated friends. Practice being interested in others and what they have to say and practice showing your interest.

If you feel you're too tall, you can take advantage of the suggestions we've already made in this booklet. If you lack spending money, perhaps practice showing your interest.

If it seems to you that the things which are making you feel shy are too serious for you to cope with by yourself, you may want to talk about them with an understanding teacher or with your guidance counselor.

### **Are you boastful?**

If you're boastful or if you chronically tease others, it won't do much to raise your popularity rating either. And you'll probably want to do something about it. Here, again, the first step is to find out why you act the way you do.

Do you have a built-in public address system? You won't believe it, but you're a close relative of the shy person above.

What are you trying to cover up by putting all your deeds on your own loud-speaker? Is it because you think you're poor at sports that you brag about your A's in physics? If you respect yourself as you are, you won't feel the need to give yourself an unnatural build-up. People will find plenty to like about you, but let them find it for themselves.



### **Are you a tease?**

Teases fancy themselves as people with great senses of humor. Actually, they're angry people, and usually they're angry at themselves for being what they consider "no good" inside. Doris hasn't many dates; her opinion of herself is dragging bottom. What she hasn't taken into account is the fact that in high school not all boys date. When, as boys grow older, the boy market broadens, she'll have her share of dates. In the meantime, she re-

sents Ellen's popularity and she constantly makes such teasing remarks as, "What a lovely skirt, Ellen—was it a hand-me-down from your grandmother?" Self-analysis would help Doris find out why Ellen "rubs her the wrong way," and chances are she'd find it less necessary to take pot shots at Ellen. Teasing is an unfriendly act. If you are given to it, make a tremendous effort to overcome it.

### **Grooming yourself for friendship**

Being yourself will pretty generally rule out the possibilities that you'll bear any of the scars of uneasy personalities listed above. Your personality will be groomed, not only for friendship with your own sex, but with the opposite sex as well. But if you still feel sort of sidetracked as far as friends are concerned, check over the following ways to be a friend. It's hard to *have* a friend unless you know how to *be* one.

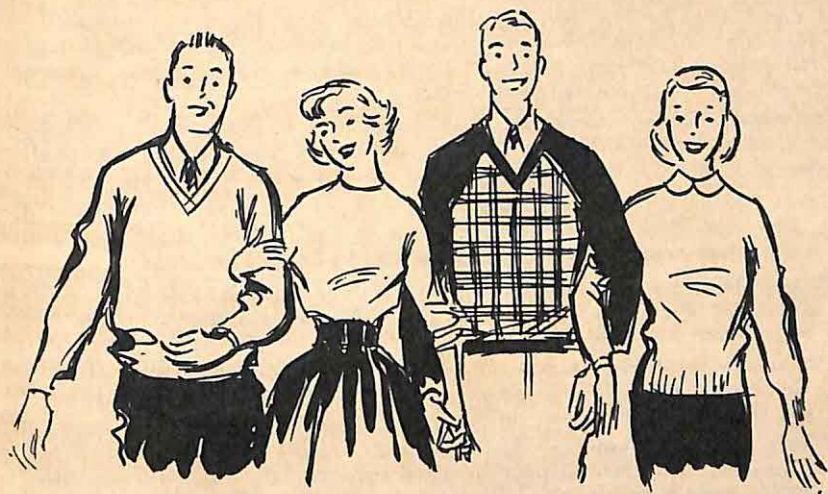
1. *Be loyal.* The claws of cattiness tear friendship to shreds. Even when you're "off" one of your friends, refrain from disloyal words about the person.
2. *Remember that everyone has faults.* That includes you, too! If you're looking for perfection, you'll never have friends. Knowing that everyone has faults helps you to be more tolerant.
3. *Be polite.* You don't have to be a wizard with any oyster fork to have good manners. Good manners are simply kindness in action. Failing to introduce someone to a room full of people is unmannerly because it's unkind to leave that person "out on a limb." If introductions (and other manner matters) are hard for you, watch how others do it. Also, see the Guidance Series Booklet, *Where Are Your Manners?*
4. *Keep confidences.* A person trusts you or he wouldn't confide in you. Don't violate that trust.
5. *Be interested in others.* If you have a genuine concern for other people, it will show itself in your wholehearted interest in their doings. They'll be interested in what you're doing, too.
6. *Don't try to "win" all the time.* Let others "break the tape" now and then. Some people even try to "win" in conversations—thinking ahead to how they're going to grab the conversational ball and losing the idea of what you're saying in the meantime.
7. *Be on the level.* If Charley asks you to the dance first, don't break the date when Mike asks you later.



8. *Be able to give.* Friendship isn't a one-way street. You can't just get. To be successful in friendship, you'll need to be willing to invest time and effort to help your friend out when he needs you.
9. *Be the kind of friend you'd like to have*—warm and cheerful, kind, pleasant, serious in serious moments, fun in fun moments.
10. *Above all, be yourself, and respect yourself.* If you do, others will like and respect you for it.

For more help with your friendships, you may want to read the Guidance Series Booklet, *Making and Keeping Friends*.

In the meantime, if you follow the suggestions we've made in this booklet, you should be on your way to becoming a well groomed person with a well-groomed personality.



## FOR MORE INFORMATION . . .

The following reading materials will help to supplement the information in this booklet. Ask your counselor or librarian if they are available in your school or public library.

**Assignment in Modeling.** *Helen Fraser.* New York: Whittlesey House, McGraw-Hill Book Co., Inc., 1950. Although this book was written for those girls who want to make a career of modeling, there is a great deal of information on figures, hair styling, and clothes that will be interesting to *all* girls.

**Betty Cornell's Teen-Age Popularity Guide.** *Betty Cornell.* New York: Prentice-Hall, Inc., 1953. This famous teen-model gives suggestions to teen-age girls on good grooming, clothes, make-up, and figure and skin problems, as well as personality pointers. A complete calorie chart and exercises for a trim figure are included.

**He-Manners.** *Robert H. Loeb.* New York: Association Press, 1954. Young men looking for tips on etiquette to meet their special problems will find this book very helpful.

**If You Please.** Rev. Ed. *Betty Allen and Mitchell Pirie Briggs.* Philadelphia: J. B. Lippincott Co., 1950. This book contains information on manners and personality for young moderns. Chapter 3, entitled *Spick and Span*, has tips on good grooming, health and cleanliness, and what to wear.

**Individually Yours.** *Celeste Carlyle.* Philadelphia: J. B. Lippincott Co., 1951. Here is a guide to personal charm for all girls and women. Analyzing your type, improving your figure, and planning a wardrobe are just a few of the topics covered.

**Joyce Jackson's Guide to Dating.** *Joyce Jackson.* New York: Prentice-Hall, Inc., 1955. Here are suggestions on dating behavior, making dates, etiquette, and many other problems connected with the social life of young people.

**Maggie Daly's Guide to Charm.** *Maggie Daly.* New York: Dodd, Mead & Co., 1953. The author, a model and fashion expert, tells girls how they can achieve the poised, well-groomed look that models have.

**Personality and Etiquette.** *Lillian N. Reid.* New York: D. C. Heath & Company, 1950. This book is a guide to how people should conduct themselves in social situations, and gives suggestions on how they can improve their personalities.

**Where Are Your Manners?** *Barbara Valentine Hertz.* Chicago: Science Research Associates, Inc., 1950. This booklet gives many tips for both boys and girls on getting along better at school, on dates, and in public. Teen-age clothes are discussed in Chapters 3 and 4.

**You and Your Health.** *J. Roswell Gallagher, M.D.* Chicago: Science Research Associates, Inc., 1950. Here are the facts about health and physical fitness. There is an excellent chapter on food and what to eat for fun and health.





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